

**WHAT IS CLAIMED IS:**

1 1. A method for determining content-relevant ads once an e-mail document is  
2 rendered on a client device, the method comprising:  
3 a) providing, from the client device, a document identifier in an ad request  
4 to a content-relevant ad server;  
5 b) using, at the content-relevant ad server, content-relevance information  
6 associated with the document identifier and ad information to determine a  
7 set of one or more ads;  
8 c) generating an image including the one or more ads of the determined  
9 set;  
10 d) providing the generated image and a session identifier to the client  
11 device;  
12 e) rendering, with the client device, the image in the document;  
13 f) detecting a user action with respect to the rendered image; and  
14 g) in response to the detection of the user action with respect to the  
15 rendered image, sending the session identifier and position information to  
16 the content-relevant ad server.

1 2. The method of claim 1 wherein the document includes image map information  
2 including image source information, and wherein the image source information  
3 includes the document identifier.

1 3. The method of claim 1 wherein the document includes image map information  
2 including image source information, and wherein the image source information is  
3 a path including the unique identifier.

1 4. The method of claim 3 wherein the path further includes a URL of the  
2 content-relevant ad server.

1 5. The method of claim 1 further comprising:

2 h) updating, with the content-relevant ad server, ad information using the  
3 sent session identifier and position information.

1 6. The method of claim 5 wherein the ad information updated includes billing  
2 information.

1 7. The method of claim 5 wherein the ad information updated includes ad  
2 performance information.

1 8. Apparatus for determining content-relevant ads once an e-mail document is  
2 rendered on a client device, the apparatus comprising:

3 a) an input for accepting, from the client device, a document identifier in  
4 an ad request;

5 b) using content-relevance information associated with the document  
6 identifier and ad information to determine a set of one or more ads;

7 c) generating an image including the one or more ads of the determined  
8 set;

9 d) forwarding the generated image and a session identifier to the client  
10 device,

11 wherein, the generated image and session identifier include  
12 information which facilitates having the client device send the session identifier  
13 and position information to the content-relevant ad server in response to the  
14 detection of the user action with respect to the image as rendered on the client  
15 device.

1 9. The apparatus of claim 8 wherein the document includes image map  
2 information including image source information, and wherein the image source  
3 information includes the document identifier.

- 1 10. The apparatus of claim 8 wherein the document includes image map  
2 information including image source information, and wherein the image source  
3 information is a path including the unique identifier.
- 1 11. The apparatus of claim 10 wherein the path further includes a URL of the  
2 content-relevant ad server.
- 1 12. The apparatus of claim 8 further comprising:  
2 e) updating, with the content-relevant ad server, ad information using the  
3 sent session identifier and position information.
- 1 13. The apparatus of claim 12 wherein the ad information updated includes  
2 billing information.
- 1 14. The apparatus of claim 12 wherein the ad information updated includes ad  
2 performance information.
- 1 15. A method for determining content-relevant ads once an e-mail document is  
2 rendered on a client device, the method comprising:  
3 a) accepting, from the client device, a document identifier in an ad  
4 request to a content-relevant ad server;  
5 b) using content-relevance information associated with the document  
6 identifier and ad information to determine a set of one or more ads;  
7 c) generating an image including the one or more ads of the determined  
8 set;  
9 d) forwarding the generated image and a session identifier to the client  
10 device; and  
11 e) accepting, from the client device, the session identifier and position  
12 information.

- 1 16. The method of claim 15 wherein the document includes image map  
2 information including image source information, and wherein the image source  
3 information includes the document identifier.
- 1 17. The method of claim 15 wherein the document includes image map  
2 information including image source information, and wherein the image source  
3 information is a path including the unique identifier.
- 1 18. The method of claim 17 wherein the path further includes a URL of the  
2 content-relevant ad server.
- 1 19. The method of claim 15 further comprising:  
2 f) updating ad information using the sent session identifier and position  
3 information.
- 1 20. The method of claim 19 wherein the ad information updated includes billing  
2 information.
- 1 21. The method of claim 19 wherein the ad information updated includes ad  
2 performance information.